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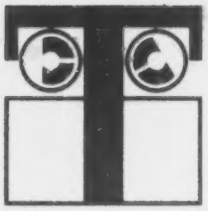

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U.S. Market for Package Tours

U.S. MARKET FOR PACKAGE TOURS

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Bob LeBlanc, Chairman

Dr. Douglas C. Frechtling, Director

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PREFACE

This study was prompted by an invitation to address the 1983 Annual Conference and Marketplace of the U.S. Tour Operators Association (USTOA). A summary of this report was first presented there on November 30, 1983.

Basic concepts and study objectives were developed through discussions with USTOA, but any flaws in this report are my own.

It is difficult to satisfy all the research needs of this complex industry in a single report. It is hoped this report will prove relevant to the tour package market research needs of many in the industry. We hope that the basic information on markets for tour packages and product characteristics provided herein answer many current questions and provide a solid foundation for further investigation.

I wish to extend special thanks to Robert E. Whitley, USTOA Executive Vice President, to Raymond Cortell, Executive Vice President of The Cortell Group, and to Stuart Herman, Chairman of Herman Associates, Inc., for their advice and encouragement.

Douglas C. Frechtling
U.S. Travel Data Center
December, 1983.

EXECUTIVE SUMMARY

- Americans took 52 million tour package person-trips in 1982, five percent of all U.S. person-trips for the year.

- Preliminary estimates for 1983 suggest tour package travel increased nearly 20 percent.

- More than one out of every five U.S. package tours during 1981-82 was destined to a foreign country, and foreign tour packages accounted for more than 20 percent of all U.S. foreign travel.

- Foreign tour packages are growing while domestic packages show no increase in recent years.

- Overall, Americans taking package tours tend to be mid-scale, better educated couples without children; the average package tour is 6.6 nights long, destined in the northeast U.S., for pleasure, by air, and booked without consulting a travel agent.

- Package tour currently indicate high penetration of the long-duration trips of blacks and single adults, and of long-duration trips by bus, including business/convention activities, and booked through travel agents.

- The best potential markets for package tour expansion appear to be Hispanic-Americans, retired Americans and those approaching retirement, and residents of the middle U.S. regions; new travel packages with high potential for success include outdoor recreation activities, south and middle west destinations, apartment and condominium accommodations, and actively marketed by travel agents.

- Significant differences appear in the markets for foreign versus domestic tour packages, foreign escorted versus unescorted tours, and domestic air versus motorcoach tours; the characteristics of these individual tour products differ as well.

- Foreign and domestic tour package markets and products also differ significantly depending upon the geographic residence of the tour buyer.

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I. INTRODUCTION

A "package tour" is often understood to mean two or more elements of a trip, such as transportation, accommodations, meals, or sightseeing, purchased together and prepaid. Package tours have become an integral feature of U.S. travel away from home, spawning a sizable industry sector and special marketing programs by transportation, accommodation, sightseeing, attraction and destination travel development organizations.

This study examines detailed data on U.S. resident travel activity gathered monthly through the U.S. Travel Data Center's National Travel Survey during 1981 and 1982 (see Appendix B). The objective is to determine the major characteristics of the package tour purchaser and the various tour packages he buys in relation to the potential market for tour package travel.

Definitions

Following the practice of the U.S. Bureau of the Census in its 1972-73 Consumer Expenditure Survey and its 1977 National Travel Survey, survey respondents were asked whether any part of each trip they reported was "a package tour or an all expense trip." Then trips with this characteristic were tabulated from the combined 1981-82 survey data base. Two years of data were combined to provide a larger sample for tabulation and to reduce sampling variability.

Based on discussions with the U.S. Tour Operators Association, the potential market for tour package travel was defined to include all current U.S. trips of five nights or more away from home. The characteristics of these trips and the travelers who take them are compared with tour package trips and travelers to determine opportunities for expanding the package tour market.

Organization

The following two chapters provide discussions of recent tour package and potential market trends, and the current market compared to the potential.

Chapter IV presents comparisons of the buyer characteristics and trip features of certain major kinds of package tours taken by U.S. residents: foreign and domestic, foreign escorted and unescorted, and domestic air and bus. Differences in tour package markets and products by region of U.S. resident are also discussed.

This is followed by a concluding chapter and references. The appendices present detailed tables, a brief explanation of the National Travel Survey and a glossary of terms.

Strengths and Limitations

The reader may be guided by our perceptions of the strengths and limitations of this study.

The strengths include a travel survey conducted consistently since March 1979, with the recall period reduced to one month to minimize memory bias. Beginning in 1982, monthly contacts were expanded to 1,400 U.S. adults chosen to represent the U.S. adult population. Finally, this extraordinary time series on travel is relatively easy and inexpensive to access.

For the purposes of this study, the major limitation is the National Travel Survey is not specifically designed to gather data on package tour travel. In analyzing the data, we often wished we had more depth in local market characteristics and specific destinations. Moreover, the incorporation of the Census Bureau's broad package tour question may have caused some respondents to identify trips as packages that were not.

Finally, while the demographic characteristics of current and potential tour package buyers are detailed, their lifestyles, values and attitudes are not. These latter, psychological, characteristics are essential to fully understanding consumer travel choices.

Despite these limitations, we feel this study makes a unique contribution to the understanding of U.S. tour package travel, and can provide valuable base data for further investigation.

II. TOUR PACKAGE TRAVEL TRENDS

The Data Center's National Travel Survey was begun in 1979, and that year proved to be the last peak for U.S. travel away from home (Figure 1). A brief but sharp recession in 1980 accompanied by soaring crude oil prices and overall inflation reduced U.S. person-trips by 13 percent from the previous year.

The recession from July 1981 through November 1982 was the worst since the 1930's in terms of unemployment, and travel was further retarded in 1982 as a result. Preliminary data on 1983 suggest a three percent increase in overall person-trips for the year.

Figure 1 also shows how long-duration trips, here defined as comprising four nights or more, have recovered more steadily from their 1980 low than all travel away from hme. Americans cut back drastically on their short trips in response to the 1981-82 recession, but maintained growth in their longer duration ones.

Package tour travel declined steadily from its 1979 high, but appear to have bottomed out in 1982 at 41 million. Preliminary data for 1983 indicate Americans will take 62 million tour package person-trips this year, up 20 percent from 1982.

The growth in package tours in 1983 will boost this share of total travel to 6 percent, still short of the 1979-80 high of seven percent. This relatively slow growth in share is due to an increase in short-duration trips in 1983, indicated by the marked upturn in the package tour share of longer-duration trips in Figure 2. At 14 percent of these person-trips, tour package travel is near its 1979 peak of 15 percent. Package tours have increased faster than these long-duration trips during the current recovery.

Figure 3 indicates that the growth in U.S. tour package travel is concentrated in foreign trips. Package tours now account for nearly one-third of all U.S. trips to foreign destinations, significantly higher than the 1980 high of 25 percent. The economic recovery and a U.S. dollar unusually strong against several major foreign currencies have apparently fueled this boom in tour package travel.

FIGURE 1

PACKAGE TOURS AND U.S. TRAVEL

1979-83

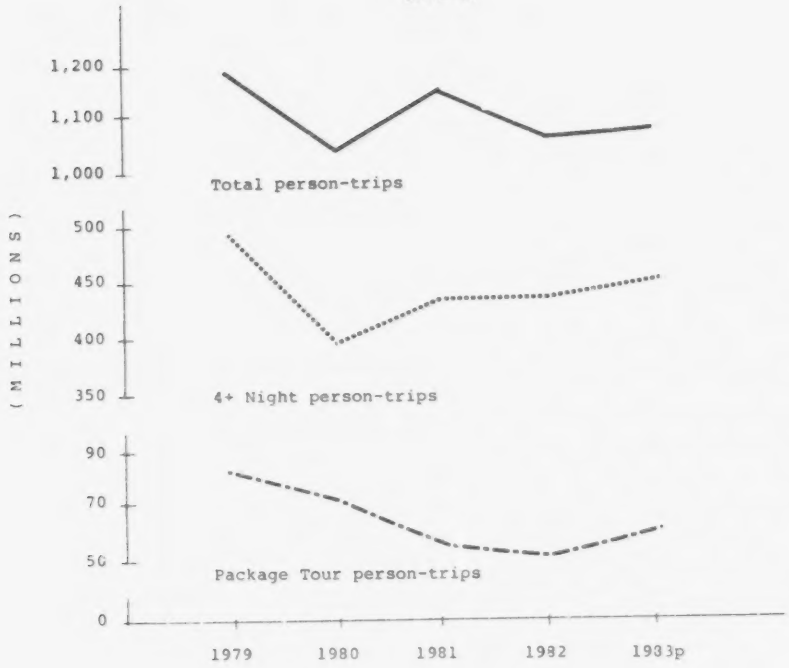
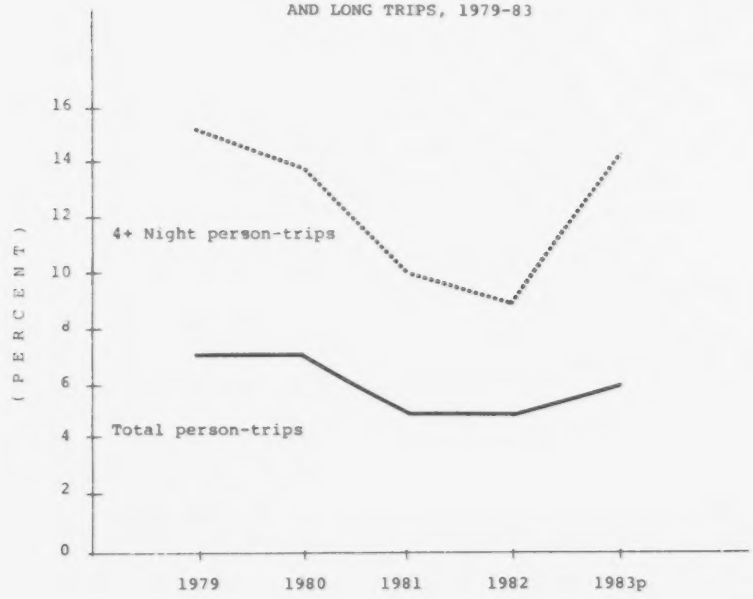


FIGURE 2

PACKAGE TOUR SHARE OF ALL TRAVEL

AND LONG TRIPS, 1979-83



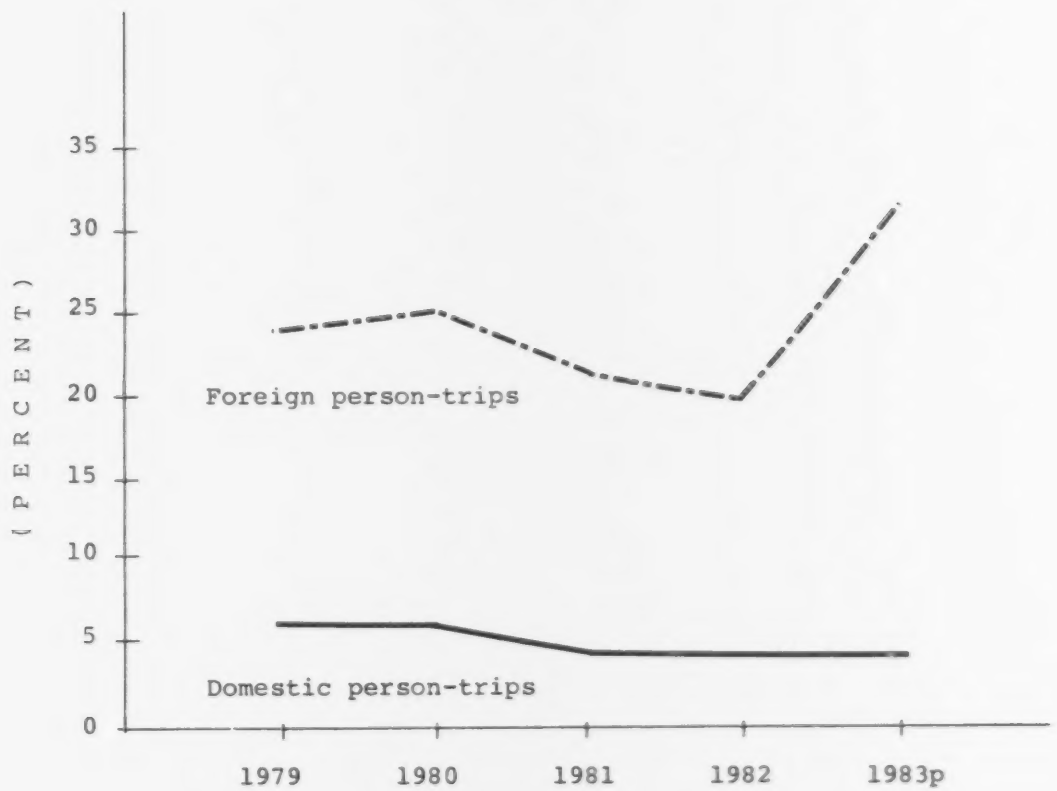
Domestic package tours, on the other hand, have grown no faster than the overall market in recent years. At an estimated four percent of domestic person-trips this year, domestic packages are considerably below their 1979-80 level of six percent.

In summary, tour package travel was considerably depressed by the 1981-82 recession but now shows distinct signs of recovering market share. However, this recovery is limited to foreign travel, with domestic tour packages growing no faster than the overall market. There now appears to be considerable opportunity for package tours to expand their share of the long-duration and domestic travel markets.

FIGURE 3

PACKAGE TOUR SHARE OF DOMESTIC

AND FOREIGN TRIPS, 1979-83



III. CURRENT ACTUAL AND POTENTIAL MARKETS

Current Tour Package Market Segments

Table III-1 shows the demographic segments that account for the largest proportions of tour package travel in their respective categories. Americans living in metropolitan areas now account for eight out of ten package tours. Married couples take more than half of the tour package trips, as do those who own their own homes or with family incomes between $10,000 and $40,000. Overall, package tour travelers tend to be mid-scale, better educated American couples without children.

Current Tour Package Characteristics

Table III-2 describes the package tour products most popular now. These trips are predominantly vacations, primarily for outdoor recreation or entertainment including sightseeing. Nearly half involve air travel, while one-quarter include a car rental or bus transport.

Hotel/motel lodging dominates, and most of the trips are three to nine nights long. The third quarter is the most popular time of year for these, and foreign destinations garner over one-quarter of U.S. package tours. The northeast is the most popular U.S. destination, reflecting the residence of the most active tour package travelers.

It is surprising that one-half of package tour travelers reported they did not consult a travel agent in planning their trip. This group could have booked directly with airlines bus companies or cruise lines, or purchased tours through universities, museums, corporations and other institutions that sponsor travel packages.

Table III-1: Major Demographic Segments of the U.S. Package Tour Market, 1981-82

Package tour market households	
Metropolitan residence	81%
Own their home	72%
Income $10-40,000	65%
Adults w/o children	43%
Northeast residence	34%
Package tour travelers	
Married	57%
Attended college	50%
25-44 years old	44%

Source: U.S. Travel Data Center, Appendix A, Table 1

Table III-2: Major Package Tour Product Characteristics, 1981-82

Vacation	54%
Entertainment/recreation	49%
Air transport	48%
Auto rental	25%
Bus transport	24%
Hotel/motel lodging	71%
Did not consult agent	52%
3-9 night duration	51%
Mixed couple party	41%
Third quarter trip	30%
Visited foreign country	26%
Visited northeast U.S.	21%

Source: U.S. Travel Data Center, Appendix A, Table 1

Tour Package Penetration

The number of package tour person-trips in 1981-82 equaled about 22 percent of all person-trips of five nights or more -- the measure of the potential market for package tours in this study. But package tours for certain market segments and involving certain travel products showed significantly higher ratios or penetration than this average.

Through measures of this penetration we can isolate market segments where package tours are most popular among those who take long-duration trips: the best current market for package tours. Conversely, we can determine which segments show the least penetration, that is, have the lowest package-tour/long-duration-trip ratios. These markets deserve careful examination to see if package tour sales might be expanded in them since they are already disposed to taking the long duration trips for which package tours appear to be good substitutes.

We can similarly analyze the long-duration travel products where package tours have made the greatest inroads to determine for what kinds of trips package tours are the best substitutes. And on the other side of the coin, we can see which long-duration trips show the lowest package tour penetration, to determine whether new opportunities exist for new tour products.

Index of Market Penetration

In order to highlight market segment and travel product penetration, we have developed the "Index of Market Penetration," or "IMP." The IMP is simply the ratio of penetration for a given segment or product to average penetration for all segments or products, indexed to 100.

An IMP significantly greater than 100 for a given segment or product indicates the ratio of package tours to potential travel for that segment or product is well above average for the total market. An IMP significantly less than 100, on the other hand, signifies the package tour share of the potential trips for the individual market segment or product is below the average for the overall market.

An example from Table III-3 will make this clear. Looking at the first line, we see that survey respondents from households of single adults with no children in the household indicated 9.0 million package tour person-trips during the 1981-82 period, and 32 million person-trips of five nights or more. The ratio of package tours to long-duration travel for this group then is 0.28 (9.0/32).

Table III-3: Potential Travel Market Segments with Maximum Package Tour Penetration, 1981-82

	IMP*
Single adults w/o children	128
Single adults w/children	162
Widowed	139
Divorced or separated	134
Clerical or sales occupation	135
Blue collar	120
Black	191
35-44 years old	121
Northeast residence	121
Far west residence	122

*Index of Market Penetration: see text.
Source: U.S. Travel Data Center. Appendix A, Table 1

Table III-4: Potential U.S. Trips with Maximum Package Tour Penetration, 1981-82

	IMP*
Entertainment	149
Business/convention	335
Reservations through agent	340
Consulted agent, no reserv.	153
Air transport	163
Train	203
Bus	672
Rental car	223
One person party	188
Adults w/o children party	142
Hotel/motel lodging	170
Visited foreign country	194
First quarter trip	141

*Index of Market Penetration: see text.
Source: U.S. Travel Data Center, Appendix A, Table i

The ratio of all package tours to all long-duration trips is 0.22. Consequently, the relationship of the ratio for single adults without children to the overall ratio is 0.28/0.22 or 1.28. Indexing this to 100 gives us our IMP of 128. Package tours taken by this group enjoy a relatively high penetration of potential travel.

Table III-3 shows all of the market segments tabulated with IMP's of 120 or more, that is, package tour penetration of potential person-trips 20 percent or more above the average for all potential trips.

Black travelers show the highest IMP: package tours account for the highest percentage of their long-duration trips of all groups tabulated. Single adults with children also show high package tour penetration. Package tours have special appeal among these travelers, and constitute the best current market segments.

Widowed and divorced or separated American travelers also show a relatively high preference for package tours. Certain occupations, residential regions, and one age group are also above-average markets at the current time.

Maximum Tour Package Penetration

Table III-4 presents the IMP's for different types of trips or travel products that demonstrated indexes 40 percent or more above the average share of 22 percent. These are the types of long-duration trips Americans now take for which package tours are the substitutes.

Bus package tours show the highest IMP of all groups, one that is above the theoretical maximum of 455 (1.00/0.22). This is because package tours were tabulated for all durations reported, while the potential trips were defined as only those of five nights or more duration. The bus IMP suggests that virtually all but trips of five nights or more are package tours, and that there are also a considerable number of shorter bus trips that are package tours as well.

Long-duration trips where reservations were made through travel agents show a very high IMP, suggesting this is a good way to market package tours. Americans taking potential package tour trips who consulted an agent but did not book through one show high penetration as well, indicating that travel agents do not always make the tour sale when they provide the information.

The high IMP for business/convention trips deserves comment. These trips reported to be package tours fit the standard

definition of trips with two or more elements purchased in advance with one price, such as convention registration including accommodations and meals, incentive trips, and organized group tours to visit business facilities. Such tours are important among long-duration business/convention trips and they require marketing efforts substantially different from the personal package tour for pleasure purposes.

Package tours have achieved high penetration among potential trips to foreign countries, trips in the first quarter, and travel parties without children. They tend to dominate long-duration trips involving hotel/motel lodging and transportation by air, bus, and train, and those including a rental car.

Table III-4 also shows high IMP's for long-duration trips involving travel agent services. Table III-2 reveals that more than half of the package tours taken during 1981-82 were booked without consulting a travel agent. These two findings suggest package tours account for a major share of the long-duration trips that travel agents currently book, but that agents arrange only a minority portion of the package tours Americans take. Tour package travel appears to offer opportunities for business expansion for travel agents.

In summary, comparing the characteristic of package tours to those of long-duration or potential trips identifies those tried and true elements that packages would do well to incorporate to appeal to existing markets.

Package Tour Potentials

We can identify long-duration travel market segments demonstrating low IMP's as offering the most potential for package tour growth in the future. These segments already take trips of five nights or more away from home but include relatively few package tours among these. Table III-5 presents those segments with IMP's 20 percent or more below the average of 100.

Asian-Americans, Hispanic-Americans and American Indians as a group show the lowest penetration of package tours in their long-duration trips. The Hispanic population especially is expected to grow relatively rapidly over the next several decades, indicating an unusually large potential here.

Residents of the Great Lakes and the middle west regions take relatively few package tours among their long trips. Similarly, the retired population and those just approaching retirement age appear to offer unusually fertile markets package tour development.

Table III-6 displays those types of long-duration trips with the lowest package tour penetration. Trips involving rented house, apartment or condominium accommodations offer the most potential, suggesting that packaging of time-share and other condominium rentals may be profitable. Special packages might also be developed for travel parties of three or more, including children.

Long-duration trips to the middle west and the south offer promise, as do vacation package and those with an outdoor recreation orientation. Finally, relatively few of those long-duration trips booked without the help of a travel agent are package tours.

Table III-5: Travel Market Segments Showing Maximum Package Tour Potential, 1981-82

	IMP*
Retired	85
Middle west resident	82
55-64 years old	81
Great Lakes region resident	77
Asian, Hispanic, Am. Indian	75

*Index of Market Penetration: see text.
Source: U.S. Travel Data Center, Appendix A, Table 1

Table III-6: U.S. Long-duration Trips Showing Maximum Package Tour Potential, 1981-82

	IMP*
Rented house/apt. lodging	41
3 person or more parties	50
Visited middle west	50
Adults with children parties	56
Visited south	60
Did not consult travel agent	63
Vacation	66
Outdoor recreation	71

*Index of Market Penetration: see text.
Source: U.S. Travel Data Center, Appendix A, Table 1

Summary

Americans who currently take tour package trips tend to be middle income, young, married, and residents of metropolitan areas. Their packages are most often include air transportation, hotel/motel accommodations, and are for vacation and entertainment purposes of middle-duration. These are most often booked without the help of a travel agent and tend to be during the third quarter to foreign destinations.

However, these segment and product characteristics tell us relatively little about the potential markets for package tours: which segments and products are most susceptible to tour package travel and which offer the most promise for expansion. The highest current tour package penetration is among blacks taking long-duration trips, those in clerical and sales occupations and singles.

The product characteristics where tour packages dominate long-duration trips include bus or train trips, those involving a rental car, business/convention travel, and trips booked through travel agents, often to foreign destinations.

On the other hand, those long-duration trips where package tour products have ample room to expand include travel by Asian- and Hispanic-Americans, residents of the middle west and Great Lakes regions, and those retired or approaching retirement. The travel products offering the most potential appear to be those appealing to families traveling with children, including rental house or condominium accommodations, in the middle west or south, and for vacation or outdoor recreation purposes.

Tour packages currently total only 22 percent of all long-duration person-trips by Americans. This suggests ample room for growth in the years ahead. Tour package marketers should first decide whether to work against the strengths of their products in certain segments and product areas, or whether to expand into new segments with new products offering growth opportunities.

IV. SPECIFIC TOUR PACKAGE MARKETS AND PRODUCTS

This chapter presents discussions of several different types of tour packages and the markets that they appeal to. Contrasts are emphasized to distinguish various segments and products.

First, domestic and foreign tours are contrasted, both by market segment and product characteristics. Then escorted U.S. tours to foreign destinations are distinguished from unescorted foreign tours, followed by U.S. domestic packages by air as opposed to bus or motorcoach. Finally, packge tour preferences of residents of different geographic regions for foreign and domestic tours are addressed.

Domestic and Foreign Tours Contrasted

Tour packages differ in their appeal according to their characteristics. One major way to differentiate package tours that Americans take is by domestic versus foreign destinations. We can expect that domestic tours will attract types of travelers that differ from those on tours to foreign destinations, and that the former will show trip characteristics distinct from the latter as well.

Table III-7 presents those demographic segments that differ most markedly between domestic tour travelers and those on packages to foreign destinations. The object of this table is to emphasize the differences in market segments. Segments not listed here are similar for tour packages to both destination areas.

The travelers on domestic tours tend more to be low- to mid-scale, families living in rural areas particularly in the middle west than foreign tour travelers. Minority groups are relatively strong in domestic tours, as are two distinct age groups. It is clear that those taking tour packages to foreign countries are older and more up-scale than those traveling this way to domestic destinations.

The characteristics of the tour packages bought differ on several dimensions as well (Table III-8). Domestic package tours are shorter, more business-oriented, and feature more ground transport modes and third quarter trips than the foreign ones. Foreign tours are concentrated far more in the last calendar quarter, are much longer, more pleasure-

Table III-7: U.S. Domestic and Foreign Tour Package Travelers Contrasted, 1981-82

Domestic	Foreign
Households	
adults with children	singles
$10-20,000 income	$30-40,000 income
middle west residence	south residence
rural residence	large metro residence
Travelers	
married	never married
high school education	college education
18-24, 35-44 years old	55 years and over
black, other	white

Source: U.S. Travel Data Center, Appendix A, Table 2

Table III-8: U.S. Domestic and Foreign Tour Package Trips Contrasted, 1981-82

Domestic	Foreign
weekend	vacation
business/convention	entertainment
automobile transportation bus transportation	air transportation ship transportation
no travel agent consulted	reservations through agent
one person party	two person party
adult male	mixed couple
4.7 nights	12.5 nights
3rd quarter	4th quarter

Source: U.S. Travel Data Center, Appendix A, Table 2

oriented and more apt to include married couples traveling together by air or cruise ship.

In short, the contrasting product characteristics indicate up-scale or more expensive tours to foreign countries and mid-scale tours with the U.S.

Foreign Escorted Versus Unescorted Tours

Table III-9 contrasts escorted package tours to foreign destinations, defined to include motorcoach transportation, with unescorted tours, defined to include foreign tours by all other modes. Again, the differences in these two markets are highlighted.

Those taking foreign escorted tours appear to be older and retired Americans to a greater extent than the unescorted tourists. They also tend more to live in the east, and in small cities.

While the unescorted tourists appear upscale in some regards such as occupation, education and metropolitan residence, income tends to belie this. There appears to be definite segmentation within income groups, reducing the value of income as a guide to preferences and activities in these two types of package tours.

Table III-10 contrasts the characteristics of foreign escorted and unescorted tour packages. Foreign unescorted tours are longer, involve larger travel parties, and are more apt to include hotel/motel lodging than the escorted tours. They are also more apt to be booked directly by the traveler, although the travel agent may be the source of tour information.

Table III-9: U.S. Foreign Escorted and Unescorted Tour Travelers Contrasted, 1981-82

Escorted	Unescorted
Households	
adults without children	adults with children
own home	rent home
income under $10,000 over $40,000	income $10-20,000 $30-40,000
northeast resident south resident	Great Lakes resident middle west resident
small metro area resident	large metro area resident
Travelers	
widowed	never married
high school education	college education
white	black, other
45 years and over	under 45 years old
blue collar occup. retired	professional, managerial

Source: U.S. Travel Data Center, Appendix A, Table 6

Table III-10: U.S. Foreign Escorted and Unescorted Tours Contrasted, 1981-82

Escorted	Unescorted
weekend	non-weekend
entertainment	business/convention
bus transportation	air transportation rental car
reservations by travel agent	made own reservations
lodging other than hotel/motel	hotel/motel lodging
9.9 nights	14.6 nights
couples without children	adults with children
fourth quarter	first quarter

Source: U.S. Travel Data Center, Appendix A, Table 6

Domestic Air and Bus Tours

Tables III-11 and III-12 contrast domestic tour packages and products for air tours and motorcoach or bus tours. Air tours appeal to younger, more upscale Americans than do motorcoach tours. Singles and retired travelers are more apt to take the bus tours than air tours.

Air tours are considerably longer than motorcoach, involve smaller travel parties, and are directed more toward the middle and far west regions of the country. Motorcoach tours, on the other hand, are more apt to be over weekends for entertainment and outdoor recreation, and in the northeast and the Great Lakes regions. Motorcoach tours are also most likely to be during the third quarter, and lack of travel agent consultation.

Table III-11: U.S. Domestic Air and Bus Tour Package Travelers Contrasted, 1981-82

Domestic Air	Domestic Bus
Households	
children present	singles
income over $30,000	income under $10,000 income $20-30,000
south residence	northeast residence
small metro residence	rural residence
Travelers	
never married divorced, separated	widowed
completed college	high school education
male	female
25-44 years old	55 years and over
professional, technical, managerial, clerical, sales	retired

Source: U. S. Travel Data Center, Appendix A, Table 3

Table III-12: U.S. Domestic Air and Bus Tours Contrasted, 1981-82

Domestic Air	Domestic Bus
non-weekend	weekend
business/convention	entertainment, outdoor recreation
air transportation	bus transportation
consulted travel agent	did not consult agent
one male traveler	one female traveler
one person party	two people
6.2 nights	3.6 nights
visited far west, middle west	visited northeast, Great Lakes region
fourth quarter	third quarter

Source: U.S. Travel Data Center, Appendix A, Table 3

Foreign Tours by Region of Residence

The final tables in this section highlight the best primary and secondary market segments for foreign and domestic tour packages for different regions of the country. The primary markets, that is, those demographic categories comprising more of the market for package tours than others, are listed first in each row, while secondary markets of significance are indented under these, where appropriate. Secondary markets are listed only when they comprise a sizable portion of travelers and differ significantly from other categories in a group.

For example, Table III-13 indicates that households comprised of adults without children produce more foreign package tours than any other household structures in each of the three residential regions. However, households of singles without children comprise the major secondary markets in the far west but not in the other two regions.

Only three of the regions are displayed here. Respondents in the Great Lakes and middle west regions reported too few foreign tour package trips to be tabulated without sizable sampling variabi lity. This suggests that residents of these two regions took considerably fewer of these trips than their counterparts in the other three.

Those taking foreign tour packages from the south appear to be the most upscale in terms of income, education and occupation, with the far west a close second. The south also shows the youngest of these travelers. Note the strong secondary market that Asian-Americans and Hispanic-Americans comprise in the far west. Northeast residents who purchase foreign tour packages tend to be older and more mid-scale than the other two regions.

Table III-13: Primary and Secondary Markets for Foreign Tours from U.S. Regions, 1981-82

Northeast residents	South residents	Far West residents
no children in HH adults w/child.	no children in HH adults w/child.	no children in HH singles w/o child.
own home rent	own home	own home
all income groups	$40,000 and over	$20-$40,000
married	married widowed	single never married divorced, sep.
high school ed.	college ed.	college ed. college complete
white black	white	white Asian, Hispanic
female	both sexes	both sexes
all ages equal 65 and over	25-34, 55 and over	55 years and over
blue collar, clerical, sales, retired	professional, tech., manag., clerical, sales	top professional, managerial

Source: U.S. Travel Data Center, Appendix A, Table 7

Table III-14 provides the primary and secondary charcteristics of foreign tour packages actually taken.

Far west residents take the longest such trips, and are more apt to use a travel agent for reservations than other region residents. Foreign tour packages from the south are more apt to include children than those from other regions, and make rela-tively heavy use of escorted tours. Northeast residents take the shortest such trips, and often include outdoor recreation activities.

The entry just above quarter of the year indicates where residents spent nights in the U.S. on their tours to and from their foreign destinations. This indicates these travelers frequently travel to U.S. gateway cities and spend a night or two before flying abroad. These nights are often in the same region as residence, but there is a significant amount of such activity in other regions as well. For example, northeast residents on package tours to the Pacific basin may spend a night in the far west.

Table III-14: Primary and Secondary Foreign Tour Characteristics from U.S. Regions, 1981-82

Northeast residents	South residents	Far West residents
vacation	vacation weekend	vacation
entertainment outdoor recreation	entertainment business/conv.	entertainment
air rental car	air bus, ship	air rental car, ship
consulted t.agent did not consult	consulted t.agent did not consult	consulted t.agent agent made reserv.
mixed couple party single female	mixed couple party couple w/child.	mixed couple party single female
11.2 nights	11.3 nights	17.6 nights
hotel/motel friend/rel. home	hotel/motel ship	hotel/motel ship
large metro residence	small metro residence	large metro res.
nights in northeast, south, far west	nights in south, middle west	nights in northeast,south mid west, far west
fourth quarter second-third	third quarter first-second	third quarter first-second

Source: U.S. Travel Data Center, Appendix A, Table 7

The National Travel Survey gathered enough responses on domestic tour package trips to allow four regions to be broken out: the northest, the south, the Great Lakes area, and the far west. The primary and secondary market segments for these tours are displayed in Tables III-15 and III-16.

The far west travelers appear to be the most upscale among the four regions, followed by the south. Those in the northeast tend to be older and more retired than the others. Great Lakes residents purchasing domestic tour packages appear to be in the middle in about all demographic dimensions.

Table III-15: Primary and Secondary Markets for Domestic Tours from U.S. Regions, 1981-82 - Part 1

Northeast residents	South residents
no children present in HH	children present in HH
own home rent home	own home
$10-30,000 family income	$10-40,000 family income
married never married	married never married
high school education	college education college complete
white	white black
male, female	male
55 years of age and over	under 45 years of age
retired	prof.,technical, managerial blue collar
metro area residents	small metro residents rural residents

Source: U.S. Travel Data Center, Appendix A, Table 4

Table III-16: Primary and Secondary Markets for Domestic Tours from U.S. Regions, 1981-82 - Part 2

Great Lakes region residents	Far West residents
HH: couples without children couples with children	HH: couples without children couples with children
own home	own home
$10-30,000 income	$30,000 and over income
married never married	married never married
high school education	college education
white	white black, other
male	male
25-44 years old	25-44 years old
all occupations	all occupations
small metro area residence large metro area residence	metro area residence

Source: U.S. Travel Data Center, Appendix A, Table 5

Tables III-17 and III-18 highlight the major characteristics of domestic tours out of the four regions. Those from the northeast are most apt to be for pleasure and most likely to be booked through travel agents. Domestic package tours by far west residents are longer in duration than from other regions and tend more to be during the second quarter.

Great Lakes regions residents indicate outdoor recreation packages have relatively strong appeal, and the first quarter is the preferred time for tours. Residents of the south, on the other hand, most prefer the fourth quarter, and indicate the shortest tours of all residents.

Summary

In summary, region of residence does make a difference in the demographic characteristics of those taking domestic package tours and in the kinds of tours they choose. Residents of the Far West take the longest domestic tour packages, and those opting for these packages are the most affluent among the regions. Other regions show different strengths and weaknesses in the market for package tours.

Table III-17: Primary and Secondary Domestic Tour Characteristics from U.S. Regions, 1981-82 - Part 1

Northeast residents	South residents
vacation weekend	vacation
entertainment business/convention	business/convention entertainment
bus transportation air	auto/truck/RV transportation air
reservations by travel agent	did not consult agent
couples w/o children parties	single male parties
4.8 nights	3.9 nights
hotel/motel lodging	hotel/motel lodging
visited northeast south	visited south middle west
third quarter	fourth quarter

Source: U.S. Travel Data Center, Appendix A, Table 4

Table III-18: Primary and Secondary Domestic Tour Characteristics from U.S. Regions, 1981-82 - Part 2

Great Lakes region residents	Far West residents
vacation	vacation
weekend	weekend
business/convention	business/convention
outdoor recreation	entertainment
auto/truck/RV transportation	auto/truck/RV transportation
air transport	air transport
did not consult travel agent	did not consult travel agent
reservations through agent	
mixed couple w/o children party	mixed couple w/o children party
single male	single male
4.8 nights	5.8 nights
hotel/motel lodging	hotel/motel lodging
friends/relatives' home	
visited Great Lakes region	visited far west region
visited northeast	
first quarter	second quarter

Source: U.S. Travel Data Center, Appendix A, Table 5

V. CONCLUSION

This study confirms the impression that there is ample room for expansion of package tour travel among American residents. Even at levels approaching 65 million person-trips, tour packages equal less than 15 percent of all U.S. travel away from home of five nights or more.

To take maximum advantage of expansion opportunities, package tour marketers need to understand the best current markets for tour packages, and what elements make these packages appealing. But beyond this, they need to know in which individual markets the best opportunities lie and how to appeal to them.

This study has attempted to provide this information within the limitations of the largest annual survey of American travel activity.

Tour packages to foreign destinations appear to be growing well while domestic packages are languishing. Moreover, the markets and travel characteristics for these two destination areas differ dramatically. Travel agents include many packages among their long-duration travel sales but do not yet book one-half of the tour package market. Despite the traditional appeal of packages to retired Americans, the potential for expansion among these and those approaching retirement is substantial.

Packages actively marketed among our Hispanic population could sell better than they do. New packages appealing particularly to families with children could also do well. Outdoor recreation packages and middle west destinations could strengthen the position of package tours in American long-duration travel markets as well. Marketers should bear in mind, however, that regional differences in tour package demand are important from both origin and destination perspectives.

VI. REFERENCES

Arthur D. Little, Inc., Alternative Paths to the Future, National Tour Brokers Association, Lexington, KY, 1978, 75 pp.

Travel Industry Association of America, Package Tour Handbook, revised edition, 1983, 83 pp.

Touche Ross & Co., Tour Wholesaler Industry Study, American Express Company, New York, 1975, 71 pp.

VII. Appendices

APPENDIX A

TABLES

The following tables present the proportions of the U.S. population and person-trip totals at the head of each column accounted for by each individual trip or traveler characteristic listed.

These proportions should total 1.00 for each grouping but may not due to rounding.

The totals or base numbers at the head of each column and the proportions listed below them represent the combined National Travel Survey results for 1981 and 1982.

TABLE 1: U.S. ACTUAL AND POTENTIAL TOUR PACKAGE MARKETS, 1981-82 -- Part 1

	package tour trips	5 nights or more trips
Projected population - millions	44.80	100.92
Household characteristics		
Structure		
One adult	.20	.16
Two or more adults	.43	.46
One adult, children	.04	.03
Two+ adults, children	.33	.36
Wage earners		
None	.18	.18
One	.36	.39
Two	.32	.32
Three or more	.10	.07
Size		
One person	.18	.16
Two persons	.32	.34
Three persons	.21	.20
Four or more	.30	.29
Housing		
Own	.72	.72
Rent	.28	.26
Family income		
Under $10,000	.11	.13
$10,000 to $19,999	.23	.23
$20,000 to $29,999	.20	.20
$30,000 to $39,999	.22	.21
$40,000 or more	.14	.16
Refused	.09	.06
Residence region		
Northeast (1-3)	.34	.28
South (4)	.18	.18
Great Lakes (5)	.17	.22
Middle west (6-7)	.15	.18
Far west (8)	.17	.14

Source: U.S. Travel Data Center

TABLE 1: U.S. ACTUAL AND POTENTIAL TOUR PACKAGE MARKETS, 1981-82 -- Part 2

	package tour trips	5 nights or more trips
Projected population - millions	44.80	100.92
Traveler characteristics		
Marital status		
Married	.57	.64
Never married	.20	.19
Widowed	.13	.09
Divorced, separated	.10	.08
Education		
High school not complete	.18	.18
High school complete	.31	.30
College not complete	.19	.20
College complete	.20	.20
Graduate work	.11	.12
Race		
White	.85	.91
Black	.11	.06
Other	.03	.04
Sex		
Male	.52	.47
Female	.47	.53
Age		
18 to 24 years old	.14	.12
25 to 34	.22	.23
35 to 44	.20	.17
45 to 54	.13	.15
55 to 64	.13	.16
65 and over	.16	.15
Refused	.01	.02
Respondent occupation		
Professional,managerial	.17	.16
Lower technical,manag.	.13	.11
Clerical, sales	.16	.12
Blue collar	.16	.14
Retired	.13	.15
Other	.24	.32

Source: U. S. Travel Data Center

TABLE 1: U.S. ACTUAL AND POTENTIAL TOUR PACKAGE MARKETS, 1981-82 -- Part 3

	package tour trips	5 nights or more trips
Person-trips - millions	108.60	561.30
Weekend or vacation		
Weekend trip	.27	0
Vacation trip	.54	.83
Main activity		
Visit friends,relatives	.08	.37
Outdoor recreation	.13	.19
Entertainment	.36	.25
Business, convention	.35	.10
Other	.09	.11
Transport used*		
Auto, truck, RV	.44	.78
Airplane	.48	.29
Bus	.24	.04
Train	.03	.02
Ship	.07	.02
Other	.05	.02
Rental car	.25	.11
Travel agent usage		
Reservations through agent	.32	.09
Agent consulted, no reserv	.12	.08
Did not consult agent	.52	.82
Travel party size		
One	.38	.21
Two	.41	.36
Three	.10	.16
Four or more	.11	.26
Mean size (persons)	1.53	1.96
Travel party structure		
One male adult	.25	.10
One female adult	.14	.11
Mixed couple	.32	.29
Other adult parties	.12	.08
Mixed couple w/children	.08	.25
Other adults w/children	.08	.17

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*more than one category may occur on a single trip
Source: U.S. Travel Data Center

TABLE 1: U.S. ACTUAL AND POTENTIAL TOUR PACKAGE MARKETS, 1981-82 -- Part 4

	package tour trips	5 nights or more trips
Person-trips - millions	108.60	561.30
Trip duration		
Two nights or less	.29	0
Three to four nights	.26	0
Five to nine nights	.25	.53
Ten to fourteen nights	.11	.28
Fifteen nights or more	.08	.19
Mean duration (nights)	6.56	11.85
Lodging used*		
Friends/relatives' home	.17	.52
Hotel/motel	.71	.42
Rented house,apartment	.02	.06
Other	.11	.16
No overnight stay	.05	0
Mean nights in lodging		
Friends/relatives' home	9.17	10.60
Hotel/motel	5.06	7.52
Rented house,apartment	8.38	9.66
Other	7.52	10.18
Origin area		
Large metro area	.41	.41
Small metro area	.40	.37
Non-metro area	.29	.22
Region visited*		
Northeast (1-3)	.21	.23
South (4)	.17	.29
Great Lakes (5)	.12	.16
Middle west (6-7)	.13	.25
Far west (8)	.16	.16
Outside U.S.	.26	.14
Mean nights in region		
Northeast (1-3)	3.80	6.72
South (4)	4.10	10.00
Great Lakes (5)	3.19	8.20
Middle west (6-7)	4.34	7.78
Far west (8)	5.14	9.56
Outside U.S.	11.38	13.48

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*more than one category may occur on a single trip
Source: U.S. Travel Data Center

TABLE 1: U.S. ACTUAL AND POTENTIAL TOUR PACKAGE MARKETS, 1981-82 -- Part 5

	package tour trips	5 nights or more trips
Person-trips - millions	108.60	561.30
Nights at destination		
One or less	.24	.12
Two to three	.36	.12
Four to nine	.30	.51
Ten or more	.10	.25
Mean nights	5.05	8.60
Quarter of the year		
First quarter	.20	.14
Second quarter	.23	.23
Third quarter	.30	.39
Fourth Quarter	.27	.24

Source: U.S. Travel Data Center

TABLE 2: U.S. PACKAGE TOURS TO DOMESTIC AND FOREIGN DESTINATIONS, 1981-82 -- Part 1

	domestic tours	foreign tours
Projected population-millions	35.00	9.70
Household characteristics		
Structure		
One adult	.19	.24
Two or more adults	.42	.46
One adult, children	.05	.01
Two+ adults, children	.35	.28
Wage earners		
None	.17	.19
One	.36	.35
Two	.32	.29
Three or more	.10	.06
Size		
One person	.19	.24
Two persons	.31	.34
Three persons	.21	.19
Four or more	.28	.22
Housing		
Own	.70	.79
Rent	.30	.20
Family income		
Under $10,000	.12	.10
$10,000 to $19,999	.26	.17
$20,000 to $29,999	.20	.17
$30,000 to $39,999	.21	.28
$40,000 or more	.14	.17
Refused	.07	.15
Residence region		
Northeast (1-3)	.33	.36
South (4)	.16	.22
Great Lakes (5)	.18	.14
Middle west (6-7)	.16	.10
Far west (8)	.16	.17

Source: U.S. Travel Data Center

TABLE 2: U.S. PACKAGE TOURS TO DOMESTIC AND FOREIGN DESTINATIONS, 1981-82 -- Part 2

	domestic tours	foreign tours
Projected population-millions	35.00	9.70
Traveler characteristics		
Marital status		
Married	.56	.62
Never married	.22	.15
Widowed	.12	.14
Divorced, separated	.10	.08
Education		
High school not complete	.19	.18
High school complete	.33	.22
College not complete	.16	.29
College complete	.20	.21
Graduate work	.12	.10
Race		
White	.84	.91
Black	.13	.07
Other	.04	.02
Sex		
Male	.56	.38
Female	.44	.62
Age		
18 to 24 years old	.14	.10
25 to 34	.22	.19
35 to 44	.21	.15
45 to 54	.13	.15
55 to 64	.12	.19
65 and over	.15	.22
Refused	.01	.02
Respondent occupation		
Professional,managerial	.18	.17
Lower technical,manag.	.13	.13
Clerical, sales	.16	.15
Blue collar	.17	.14
Retired	.12	.11
Other	.22	.31

Source: U.S. Travel Data Center

TABLE 2: U.S. PACKAGE TOURS TO DOMESTIC AND FOREIGN DESTINATIONS, 1981-82 -- Part 3

	domestic tours	foreign tours
Person-trips - millions	82.50	25.40
Weekend or vacation		
Weekend trip	.34	.05
Vacation trip	.46	.84
Main activity		
Visit friends,relatives	.08	.08
Outdoor recreation	.12	.15
Entertainment	.31	.57
Business, convention	.40	.20
Other	.10	.05
Transport used*		
Auto, truck, RV	.47	.31
Airplane	.41	.72
Bus	.25	.20
Train	.03	.05
Ship	.02	.20
Other	.03	.08
Rental car	.24	.28
Travel agent usage		
Reserv. through agent	.25	.54
Consulted but no reserv.	.11	.16
Did not consult t. agent	.60	.26
Travel party size		
One	.43	.25
Two	.36	.59
Three	.11	.07
Four or more	.10	.10
Mean size (persons)	1.48	1.70
Travel party structure		
One male adult	.29	.10
One female adult	.15	.14
Mixed couple	.26	.50
Other adult parties	.12	.11
Mixed couple w/children	.08	.09
Other adults w/children	.09	.04

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*more than one category may occur on a single trip
Source: U.S. Travel Data Center

TABLE 2: U.S. PACKAGE TOURS TO DOMESTIC AND FOREIGN DESTINATIONS, 1981-82 -- Part 4

	domestic tours	foreign tours
Person-trips - millions	82.50	25.40
Trip duration		
Two nights or less	.35	.08
Three to four nights	.30	.11
Five to nine nights	.23	.36
Ten to fourteen nights	.07	.21
Fifteen nights or more	.04	.23
Mean duration (nights)	4.71	12.53
Lodging used*		
Friends/relatives' home	.17	.17
Hotel/motel	.72	.67
Rented house,apartment	.02	.04
Other	.05	.25
No overnight stay	.06	.01
Mean nights in lodging		
Friends/relatives' home	5.61	21.06
Hotel/motel	4.05	8.63
Rented house,apartment	6.94	10.70
Other	14.57	8.90
Origin area		
Large metro area	.39	.48
Small metro area	.41	.40
Non-metro area	.20	.12
Region visited*		
Northeast (1-3)	.27	.02
South (4)	.21	.06
Great Lakes (5)	.16	0
Middle west (6-7)	.14	.06
Far west (8)	.19	.05
Outside U.S.	.05	1.00
Mean nights in region		
Northeast (1-3)	3.93	1.83
South (4)	4.23	2.02
Great Lakes (5)	3.14	0
Middle west (6-7)	4.50	2.59
Far west (8)	5.11	5.27
Outside U.S.	10.45	11.60

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*more than one category may occur on a single trip
Source: U.S. Travel Data Center

TABLE 2: U.S. PACKAGE TOURS TO DOMESTIC AND FOREIGN DESTINATIONS, 1981-82 -- Part 5

	domestic tours	foreign tours
Person-trips - millions	82.50	25.40
Nights at destination		
One or less	.27	.18
Two to three	.38	.28
Four to nine	.27	.42
Ten or more	.08	.14
Mean nights	4.25	7.46
Quarter of the year		
First quarter	.21	.17
Second quarter	.22	.24
Third quarter	.31	.27
Fourth Quarter	.26	.31

Source: U.S. Travel Data Center

TABLE 3: U.S. DOMESTIC PACKAGE TOURS BY AIR AND BUS, 1981-82 -- Part 1

	domestic air tours	domestic bus tours
Projected population - millions	15.00	7.80
Household characteristics		
Structure		
One adult	.18	.31
Two or more adults	.38	.45
One adult, children	.06	.02
Two+ adults, children	.37	.23
Wage earners		
None	.17	.32
One	.40	.28
Two	.35	.19
Three or more	.06	.12
Size		
One person	.19	.31
Two persons	.31	.30
Three persons	.22	.19
Four or more	.26	.22
Housing		
Own	.71	.71
Rent	.28	.28
Family income		
Under $10,000	.05	.14
$10,000 to $19,999	.23	.24
$20,000 to $29,999	.17	.22
$30,000 to $39,999	.27	.21
$40,000 or more	.19	.10
Refused	.07	.10
Residence region		
Northeast (1-3)	.29	.42
South (4)	.18	.11
Great Lakes (5)	.15	.19
Middle west (6-7)	.19	.12
Far west (8)	.19	.13

Source: U.S. Travel Data Center

TABLE 3: U.S. DOMESTIC PACKAGE TOURS BY AIR AND BUS, 1981-82 -- Part 2

	domestic air tours	domestic bus tours
Projected population - millions	15.00	7.80
Traveler characteristics		
Marital status		
Married	.59	.53
Never married	.17	.10
Widowed	.09	.32
Divorced, separated	.16	.05
Education		
High school not complete	.14	.29
High school complete	.27	.42
College not complete	.17	.18
College complete	.27	.06
Graduate work	.15	.02
Race		
White	.85	.81
Black	.12	.14
Other	.04	.06
Sex		
Male	.57	.37
Female	.43	.63
Age		
18 to 24 years old	.08	.08
25 to 34	.27	.09
35 to 44	.25	.14
45 to 54	.14	.15
55 to 64	.08	.17
65 and over	.15	.36
Refused	.01	.01
Respondent occupation		
Professional,managerial	.23	.09
Lower technical,managerial	.16	.12
Clerical, sales	.16	.10
Blue collar	.15	.15
Retired	.12	.28
Other	.10	.25

Source: U.S. Travel Data Center

TABLE 3: U.S. DOMESTIC PACKAGE TOURS BY AIR AND BUS, 1981-82 -- Part 3

	domestic air tours	domestic bus tours
Person-trips - millions	33.40	20.00
Weekend or vacation		
Weekend trip	.20	.46
Vacation trip	.41	.52
Main activity		
Visit friends,relatives	.08	.02
Outdoor recreation	.07	.17
Entertainment	.23	.57
Business, convention	.50	.15
Other	.09	.14
Transport used*		
Auto, truck, RV	.30	.08
Airplane	1.00	.06
Bus	.04	1.00
Train	0	.04
Ship	0	.06
Other	.04	.01
Rental car	.55	0
Travel agent usage		
Reservations through agent	.40	.30
Consulted but no reserv.	.20	.05
Did not consult t. agent	.34	.60
Travel party size		
One	.53	.26
Two	.29	.45
Three	.11	.14
Four or more	.08	.15
Mean size (persons)	1.34	1.76
Travel party structure		
One male adult	.34	.23
One female adult	.17	.23
Mixed couple	.24	.27
Other adult parties	.08	.06
Mixed couple w/children	.08	.11
Other adults w/children	.09	.09

*more than one category may occur on a single trip
Source: U.S. Travel Data Center

TABLE 3: U.S. DOMESTIC PACKAGE TOURS BY AIR AND BUS, 1981-82 -- Part 4

	domestic air tours	domestic bus tours
Person-trips - millions	33.40	20.00
Trip duration		
Two nights or less	.21	.44
Three to four nights	.28	.32
Five to nine nights	.30	.25
Ten to fourteen nights	.15	.02
Fifteen nights or more	.06	0
Mean duration (nights)	6.21	3.56
Lodging used*		
Friends/relatives' home	.17	.06
Hotel/motel	.81	.78
Rented house,apartment	.02	0
Other	.03	.05
No overnight stay	.04	.12
Mean nights in lodging		
Friends/relatives' home	8.66	4.59
Hotel/motel	4.78	3.02
Rented house,apartment	11.68	0
Other	18.91	12.26
Origin area		
Large metro area	.50	.46
Small metro area	.37	.33
Non-metro area	.13	.20
Region visited*		
Northeast (1-3)	.17	.40
South (4)	.19	.20
Great Lakes (5)	.10	.13
Middle west (6-7)	.14	.04
Far west (8)	.24	.14
Outside U.S.	.12	0
Mean nights in region		
Northeast (1-3)	4.25	4.04
South (4)	5.18	2.92
Great Lakes (5)	4.64	3.20
Middle west (6-7)	5.96	3.87
Far west (8)	6.64	2.87
Outside U.S.	10.42	0

*more than one category may occur on a single trip
Source: U.S. Travel Data Center

TABLE 3: U.S. DOMESTIC PACKAGE TOURS BY AIR AND BUS, 1981-82 -- Part 5

	domestic air tours	domestic bus tours
Person-trips - millions	33.40	20.00
Nights at destination		
One or less	.17	.36
Two to three	.35	.30
Four to nine	.32	.33
Ten or more	.16	0
Mean nights	5.41	3.26
Quarter of the year		
First quarter	.20	.16
Second quarter	.23	.21
Third quarter	.27	.43
Fourth Quarter	.30	.20

Source: U.S. Travel Data Center

TABLE 4: U.S. DOMESTIC PACKAGE TOURS FROM THE NORTHEAST AND SOUTH REGIONS, 1981-82 -- Part 1

	tours from the northeast	tours from the south
Projected population - millions	11.50	5.70
Household characteristics		
Structure		
One adult	.20	.09
Two or more adults	.42	.38
One adult, children	.08	.03
Two+ adults, children	.30	.47
Wage earners		
None	.22	.03
One	.34	.41
Two	.28	.53
Three or more	.13	.03
Size		
One person	.20	.09
Two persons	.27	.32
Three persons	.21	.37
Four or more	.31	.28
Housing		
Own	.67	.84
Rent	.32	.14
Family income		
Under $10,000	.14	.10
$10,000 to $19,999	.33	.20
$20,000 to $29,999	.19	.28
$30,000 to $39,999	.17	.26
$40,000 or more	.12	.16
Refused	.07	.04
Residence region		
Northeast (1-3)	1.00	0
South (4)	0	1.00
Great Lakes (5)	0	0
Middle west (6-7)	0	0
Far west (8)	0	0

Source: U.S. Travel Data Center

TABLE 4: U.S. DOMESTIC PACKAGE TOURS FROM THE NORTHEAST AND SOUTH REGIONS, 1981-82 -- Part 2

	tours from the northeast	tours from the south
Projected population - millions	11.50	5.70
Traveler characteristics		
Marital status		
Married	.49	.73
Never married	.22	.22
Widowed	.16	.03
Divorced, separated	.04	.02
Education		
High school not complete	.19	.12
High school complete	.43	.28
College not complete	.12	.16
College complete	.14	.35
Graduate work	.11	.13
Race		
White	.89	.74
Black	.11	.26
Other	0	0
Sex		
Male	.45	.67
Female	.54	.33
Age		
18 to 24 years old	.10	.18
25 to 34	.11	.21
35 to 44	.08	.30
45 to 54	.03	.14
55 to 64	.36	.13
65 and over	.30	.09
Refused	0	0
Respondent occupation		
Professional,managerial	.08	.21
Lower technical,managerial	.10	.25
Clerical, sales	.10	.14
Blue collar	.11	.23
Retired	.28	.02
Other	.33	.18

Source: U.S. Travel Data Center

TABLE 4: U.S. DOMESTIC PACKAGE TOURS FROM THE NORTHEAST AND SOUTH REGIONS, 1981-82 -- Part 3

	tours from the northeast	tours from the south
Person-trips - millions	27.60	13.80
Weekend or vacation		
Weekend trip	.32	.17
Vacation trip	.51	.57
Main activity		
Visit friends,relatives	.08	.05
Outdoor recreation	.11	.05
Entertainment	.42	.31
Business, convention	.30	.52
Other	.10	.06
Transport used*		
Auto, truck, RV	.15	.52
Airplane	.46	.38
Bus	.70	.22
Train	.07	0
Ship	.18	.10
Other	.01	.04
Rental car	.09	.17
Travel agent usage		
Reservations through agent	.50	.17
Consulted but no reserv.	.04	.09
Did not consult t. agent	.40	.67
Travel party size		
One	.39	.49
Two	.32	.28
Three	.15	.08
Four or more	.13	.14
Mean size (persons)	1.57	1.41
Travel party structure		
One male adult	.25	.36
One female adult	.15	.14
Mixed couple	.20	.15
Other adult parties	.22	.20
Mixed couple w/children	.05	.07
Other adults w/children	.13	.12

*more than one category may occur on a single trip
Source: U.S. Travel Data Center

TABLE 4: U.S. DOMESTIC PACKAGE TOURS FROM THE NORTHEAST AND SOUTH REGIONS, 1981-82 -- Part 4

	tours from the northeast	tours from the south
Person-trips - millions	27.60	13.80
Trip duration		
Two nights or less	.25	.44
Three to four nights	.37	.30
Five to nine nights	.29	.17
Ten to fourteen nights	.06	.06
Fifteen nights or more	.03	.02
Mean duration (nights)	4.84	3.86
Lodging used*		
Friends/relatives' home	.14	.17
Hotel/motel	.72	.65
Rented house,apartment	.04	0
Other	.04	.09
No overnight stay	.07	.10
Mean nights in lodging		
Friends/relatives' home	6.15	6.95
Hotel/motel	4.67	3.32
Rented house,apartment	7.22	7.22
Other	3.96	6.12
Origin area		
Large metro area	.43	.13
Small metro area	.43	.47
Non-metro area	.14	.41
Region visited*		
Northeast (1-3)	.51	.10
South (4)	.22	.56
Great Lakes (5)	.06	.11
Middle west (6-7)	.07	.12
Far west (8)	.07	.06
Outside U.S.	.02	.03
Mean nights in region		
Northeast (1-3)	4.25	3.25
South (4)	5.70	3.20
Great Lakes (5)	6.05	3.45
Middle west (6-7)	4.30	3.79
Far west (8)	7.20	15.16
Outside U.S.	16.30	6.80

*more than one category may occur on a single trip
Source: U.S. Travel Data Center

TABLE 4: U.S. DOMESTIC PACKAGE TOURS FROM THE NORTHEAST AND SOUTH REGIONS, 1981-82 -- Part 5

	tours from the northeast	tours from the south
Person-trips - millions	27.60	13.80
Nights at destination		
One or less	.18	.38
Two to three	.36	.34
Four to nine	.38	.23
Ten or more	.08	.05
Mean nights	4.73	3.86
Quarter of the year		
First quarter	.17	.28
Second quarter	.22	.11
Third quarter	.33	.29
Fourth Quarter	.27	.32

Source: U.S. Travel Data Center

TABLE 5: U.S. DOMESTIC PACKAGE TOURS FROM THE GREAT LAKES AND FAR WEST REGIONS, 1981-82 -- Part 1

	tours from the great lakes	tours from the far west
Projected population - millions	6.20	5.60
Household characteristics		
Structure		
One adult	.24	.25
Two or more adults	.43	.41
One adult, children	.01	.02
Two+ adults, children	.31	.34
Wage earners		
None	.29	.18
One	.30	.39
Two	.22	.35
Three or more	.11	.05
Size		
One person	.27	.25
Two persons	.35	.31
Three persons	.21	.16
Four or more	.21	.28
Housing		
Own	.73	.65
Rent	.29	.35
Family income		
Under $10,000	.17	.11
$10,000 to $19,999	.29	.19
$20,000 to $29,999	.24	.15
$30,000 to $39,999	.11	.25
$40,000 or more	.06	.18
Refused	.11	.13
Residence region		
Northeast (1-3)	0	0
South (4)	0	0
Great Lakes (5)	1.00	0
Middle west (6-7)	0	0
Far west (8)	0	1.00

Source: U.S. Travel Data Center

TABLE 5: U.S. DOMESTIC PACKAGE TOURS FROM THE GREAT LAKES AND FAR WEST REGIONS, 1981-82 -- Part 2

	tours from the great lakes	tours from the far west
Projected population - millions	6.20	5.60
Traveler characteristics		
Marital status		
Married	.57	.46
Never married	.27	.24
Widowed	.13	.07
Divorced, separated	.04	.20
Education		
High school not complete	.27	.16
High school complete	.29	.29
College not complete	.18	.25
College complete	.19	.18
Graduate work	.09	.14
Race		
White	.87	.75
Black	.08	.11
Other	.06	.12
Sex		
Male	.60	.59
Female	.42	.41
Age		
18 to 24 years old	.16	.11
25 to 34	.23	.29
35 to 44	.20	.25
45 to 54	.16	.13
55 to 64	.18	.07
65 and over	.16	.16
Refused	.08	.02
Respondent occupation		
Professional,managerial	.16	.16
Lower technical,managerial	.05	.18
Clerical, sales	.19	.14
Blue collar	.17	.16
Retired	.14	.16
Other	.30	.22

Source: U.S. Travel Data Center

TABLE 5: U.S. DOMESTIC PACKAGE TOURS FROM THE GREAT LAKES AND FAR WEST REGIONS, 1981-82 -- Part 3

	tours from the great lakes	tours from the far west
Person-trips - millions	14.50	13.90
Weekend or vacation		
Weekend trip	.30	.32
Vacation trip	.47	.57
Main activity		
Visit friends,relatives	.12	.04
Outdoor recreation	.21	.16
Entertainment	.18	.33
Business, convention	.37	.36
Other	.10	.10
Transport used*		
Auto, truck, RV	.54	.50
Airplane	.35	.45
Bus	.22	.18
Train	.05	.02
Ship	0	0
Other	.06	.06
Rental car	.28	.25
Travel agent usage		
Reservations through agent	.31	.13
Consulted but no reserv.	.03	.14
Did not consult t. agent	.66	.67
Travel party size		
One	.37	.42
Two	.47	.38
Three	.09	.07
Four or more	.08	.11
Mean size (persons)	1.56	1.47
Travel party structure		
One male adult	.24	.25
One female adult	.13	.16
Mixed couple	.45	.33
Other adult parties	.03	.10
Mixed couple w/children	.06	.10
Other adults w/children	.11	.04

*more than one category may occur on a single trip
Source: U.S. Travel Data Center

TABLE 5: U.S. DOMESTIC PACKAGE TOURS FROM THE GREAT LAKES A FAR WEST REGIONS, 1981-82 -- Part 4

	tours from the great lakes	tours from the far west
Person-trips - millions	14.50	13.90
Trip duration		
Two nights or less	.30	.43
Three to four nights	.35	.19
Five to nine nights	.24	.21
Ten to fourteen nights	.10	.08
Fifteen nights or more	.03	.08
Mean duration (nights)	4.76	5.79
Lodging used*		
Friends/relatives' home	.27	.15
Hotel/motel	.68	.72
Rented house,apartment	.02	.03
Other	.06	.06
No overnight stay	.05	.07
Mean nights in lodging		
Friends/relatives' home	4.17	6.60
Hotel/motel	3.85	4.57
Rented house,apartment	2.50	4.68
Other	15.61	21.06
Origin area		
Large metro area	.32	.35
Small metro area	.43	.36
Non-metro area	.25	.28
Region visited*		
Northeast (1-3)	.22	.11
South (4)	.11	.04
Great Lakes (5)	.54	.05
Middle west (6-7)	.07	.09
Far west (8)	.14	.61
Outside U.S.	.03	.13
Mean nights in region		
Northeast (1-3)	3.88	5.17
South (4)	3.83	12.70
Great Lakes (5)	2.76	4.86
Middle west (6-7)	8.73	13.64
Far west (8)	9.91	3.43
Outside U.S.	9.80	8.65

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*more than one category may occur on a single trip
Source: U.S. Travel Data Center

TABLE 5: U.S. DOMESTIC PACKAGE TOURS FROM THE GREAT LAKES A FAR WEST REGIONS, 1981-82 -- Part 5

	tours from the great lakes	tours from the far west
Person-trips - millions	14.50	13.90
Nights at destination		
One or less	.29	.26
Two to three	.43	.39
Four to nine	.24	.19
Ten or more	.06	.15
Mean nights	3.50	5.18
Quarter of the year		
First quarter	.32	.16
Second quarter	.15	.36
Third quarter	.29	.26
Fourth quarter	.25	.21

Source: U.S. Travel Data Center

TABLE 6: U.S. ESCORTED AND UNESCORTED PACKAGE TOURS TO FOREIGN DESTINATIONS, 1981-82 -- Part 1

	foreign escorted tours	foreign unescorted tours
Projected population - millions	2.00	6.30
Household characteristics		
Structure		
One adult	.26	.21
Two or more adults	.57	.41
One adult, children	.01	.02
Two+ adults, children	.16	.36
Wage earners		
None	.39	.13
One	.26	.41
Two	.26	.30
Three or more	.03	.07
Size		
One person	.15	.21
Two persons	.55	.32
Three persons	.25	.20
Four or more	.05	.28
Housing		
Own	.90	.78
Rent	.05	.22
Family income		
Under $10,000	.25	.02
$10,000 to $19,999	.05	.25
$20,000 to $29,999	.20	.11
$30,000 to $39,999	.10	.33
$40,000 or more	.30	.13
Refused	.10	.18
Residence region		
Northeast (1-3)	.50	.35
South (4)	.30	.20
Great Lakes (5)	.05	.17
Middle west (6-7)	0	.16
Far west (8)	.15	.17

Source: U.S. Travel Data Center

TABLE 6: U.S. ESCORTED AND UNESCORTED PACKAGE TOURS TO FOREIGN DESTINATIONS, 1981-82 -- Part 2

	foreign escorted tours	foreign unescorted tours
Projected population - millions	2.00	6.30
Traveler characteristics		
Marital status		
Married	.70	.60
Never married	.10	.19
Widowed	.15	.08
Divorced, separated	0	.11
Education		
High school not complete	.35	.11
High school complete	.30	.27
College not complete	.20	.29
College complete	.10	.22
Graduate work	.05	.13
Race		
White	.95	.87
Black	.05	.10
Other	0	.03
Sex		
Male	.40	.41
Female	.60	.59
Age		
18 to 24 years old	.05	.11
25 to 34	.05	.30
35 to 44	0	.14
45 to 54	.20	.14
55 to 64	.25	.13
65 and over	.45	.16
Refused	0	.02
Respondent occupation		
Professional,managerial	0	.19
Lower technical,managerial	.05	.13
Clerical, sales	.20	.13
Blue collar	.25	.16
Retired	.25	.10
Other	.25	.30

Source: U.S. Travel Data Center

TABLE 6: U.S. ESCORTED AND UNESCORTED PACKAGE TOURS TO FOREIGN DESTINATIONS, 1981-82 -- Part 3

	foreign escorted tours	foreign unescorted tours
Person-trips - millions	4.60	17.60
Weekend or vacation		
Weekend trip	.14	.04
Vacation trip	.87	.83
Main activity		
Visit friends,relatives	0	.11
Outdoor recreation	.11	.12
Entertainment	.78	.53
Business, convention	.03	.27
Other	.06	.06
Transport used*		
Auto, truck, RV	.08	.34
Airplane	.43	.99
Bus	1.00	.10
Train	.03	.07
Ship	.22	.07
Other	.08	.12
Rental car	0	.36
Travel agent usage		
Reservations through agent	.59	.46
Consulted but no reserv.	.11	.20
Did not consult t. agent	.19	.30
Travel party size		
One	.17	.26
Two	.80	.50
Three	0	.10
Four or more	0	.15
Mean size (persons)	1.65	1.69
Travel party structure		
One male adult	.06	.14
One female adult	.14	.12
Mixed couple	.69	.40
Other adult parties	.06	.11
Mixed couple w/children	0	.12
Other adults w/children	0	.09

*more than one category may occur on a single trip
Source: U.S. Travel Data Center

TABLE 6: U.S. ESCORTED AND UNESCORTED PACKAGE TOURS TO FOREIGN DESTINATIONS, 1981-82 -- Part 4

	foreign escorted tours	foreign unescorted tours
Person-trips - millions	4.60	17.60
Trip duration		
Two nights or less	.16	.03
Three to four nights	.22	.08
Five to nine nights	.24	.35
Ten to fourteen nights	.22	.23
Fifteen nights or more	.17	.30
Mean duration (nights)	9.91	14.59
Lodging used*		
Friends/relatives' home	.13	.24
Hotel/motel	.70	.80
Rented house,apartment	.06	.05
Other	.24	.13
No overnight stay	0	0
Mean nights in lodging		
Friends/relatives' home	2.60	20.89
Hotel/motel	7.70	9.06
Rented house,apartment	23.00	10.23
Other	6.77	14.05
Origin area		
Large metro area	.41	.55
Small metro area	.48	.32
Non-metro area	.11	.14
Region visited*		
Northeast (1-3)	0	.02
South (4)	.08	.07
Great Lakes (5)	0	0
Middle west (6-7)	.08	.05
Far west (8)	0	.04
Outside U.S.	1.00	1.00
Mean nights in region		
Northeast (1-3)	0	3.50
South (4)	2.20	2.20
Great Lakes (5)	0	0
Middle west (6-7)	1.00	2.20
Far west (8)	0	3.30
Outside U.S.	8.82	13.22

*more than one category may occur on a single trip
Source: U.S. Travel Data Center

TABLE 6: U.S. ESCORTED AND UNESCORTED PACKAGE TOURS TO FOREIGN DESTINATIONS, 1981-82 -- Part 5

	foreign escorted tours	foreign unescorted tours
Person-trips - millions	4.60	17.60
Nights at destination		
One or less	.26	.17
Two to three	.38	.24
Four to nine	.25	.42
Ten or more	.06	.17
Mean nights	4.33	8.59
Quarter of the year		
First quarter	.12	.16
Second quarter	.21	.25
Third quarter	.30	.34
Fourth Quarter	.38	.26

Source: U.S. Travel Data Center

TABLE 7: U.S. FOREIGN PACKAGE TOURS FROM NORTHEAST, SOUTH AND FAR WEST REGIONS, 1981-82 -- Part 1

	tours from the northeast	tours from the south	tours from the far west
Projected population - millions	3.40	2.20	1.60
Household characteristics			
Structure			
One adult	.18	.13	.37
Two or more adults	.50	.55	.44
One adult, children	0	.04	0
Two+ adults, children	.35	.27	.12
Wage earners			
None	.23	.09	.19
One	.29	.32	.56
Two	.33	.45	.06
Three or more	.12	.05	.06
Size			
One person	.18	.13	.37
Two persons	.35	.46	.37
Three persons	.18	.18	.12
Four or more	.29	.27	.12
Housing			
Own	.77	.82	.80
Rent	.26	.13	.14
Family income			
Under $10,000	.12	.04	.13
$10,000 to $19,999	.26	0	.06
$20,000 to $29,999	.12	0	.31
$30,000 to $39,999	.15	.18	.44
$40,000 or more	.23	.50	.12
Refused	.15	.32	.06
Residence region			
Northeast (1-3)	1.00	0	0
South (4)	0	1.00	0
Great Lakes (5)	0	0	0
Middle west (6-7)	0	0	0
Far west (8)	0	0	1.00

Source: U.S. Travel Data Center

TABLE 7: U.S. FOREIGN PACKAGE TOURS FROM NORTHEAST, SOUTH AND FAR WEST REGIONS, 1981-82 -- Part 2

	tours from the northeast	tours from the south	1981-82 from the far west
Projected population - millions	3.40	2.20	1.60
Traveler characteristics			
Marital status			
Married	.71	.57	.31
Never married	.15	.10	.25
Widowed	.09	.29	.13
Divorced, separated	.09	.04	.25
Education			
High school not complete	.18	.08	.13
High school complete	.32	.39	.25
College not complete	.35	.31	.25
College complete	.09	.17	.37
Graduate work	.09	.02	.06
Race			
White	.88	1.00	.94
Black	.15	0	0
Other	0	0	.12
Sex			
Male	.29	.48	.50
Female	.71	.52	.57
Age			
18 to 24 years old	.15	.09	.12
25 to 34	.15	.32	.06
35 to 44	.17	.04	.12
45 to 54	.21	.13	.19
55 to 64	.06	.23	.31
65 and over	.26	.13	.12
Refused	0	.05	.06
Respondent occupation			
Professional,managerial	.12	.23	.31
Lower technical,managerial	.09	.27	.06
Clerical, sales	.15	.27	.19
Blue collar	.18	.13	.06
Retired	.15	.09	.12
Other	.32	.05	.31

Source: U.S. Travel Data Center

TABLE 7: U.S. FOREIGN PACKAGE TOURS FROM NORTHEAST, SOUTH AND FAR WEST REGIONS, 1981-82 -- Part 3

	tours from the northeast	tours from the south	1981-82 from the far west
Person-trips - millions	9.90	5.80	3.50
Weekend or vacation			
Weekend trip	.03	.13	0
Vacation trip	.75	.85	.96
Main activity			
Visit friends,relatives	.12	.09	.07
Outdoor recreation	.16	.11	0
Entertainment	.50	.55	.76
Business, convention	.17	.38	.14
Other	.06	0	.07
Transport used*			
Auto, truck, RV	.37	.29	.27
Airplane	.89	.73	.74
Bus	.15	.23	.06
Train	.08	0	.04
Ship	.08	.28	.29
Other	.12	.18	.07
Rental car	.35	.17	.29
Travel agent usage			
Reservations through agent	.42	.49	.83
Consulted but no reserv.	.21	.17	.04
Did not consult t. agent	.34	.29	.17
Travel party size			
One	.29	.19	.24
Two	.45	.45	.62
Three	.11	.17	0
Four or more	.14	.19	.14
Mean size (persons)	1.72	1.83	1.95
Travel party structure			
One male adult	.12	.13	.07
One female adult	.17	.08	.18
Mixed couple	.32	.45	.38
Other adult parties	.16	.08	.18
Mixed couple w/children	.05	.27	0
Other adults w/children	.03	0	.14

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*more than one category may occur on a single trip
Source: U.S. Travel Data Center

TABLE 7: U.S. FOREIGN PACKAGE TOURS FROM NORTHEAST, SOUTH AND FAR WEST REGIONS, 1981-82 -- Part 4

	tours from the northeast	tours from the south	1981-82 from the far west
Person-trips - millions	9.90	5.80	3.50
Trip duration			
Two nights or less	.14	.02	.07
Three to four nights	.10	.25	.07
Five to nine nights	.36	.42	.24
Ten to fourteen nights	.21	.15	.22
Fifteen nights or more	.16	.17	.44
Mean duration (nights)	11.20	11.28	17.57
Lodging used*			
Friends/relatives' home	.18	.15	.07
Hotel/motel	.67	.59	.66
Rented house,apartment	0	.10	.07
Other	.15	.51	.24
No overnight stay	0	0	0
Mean nights in lodging			
Friends/relatives' home	21.71	18.03	34.00
Hotel/motel	8.58	6.11	13.41
Rented house,apartment	0	4.20	23.00
Other	9.52	8.83	20.32
Origin area			
Large metro area	.65	.22	.76
Small metro area	.27	.74	.21
Non-metro area	.07	.07	.07
Region visited*			
Northeast (1-3)	.05	0	.03
South (4)	.03	.14	.07
Great Lakes (5)	0	0	0
Middle west (6-7)	0	.04	.07
Far west (8)	.03	0	.07
Outside U.S.	1.00	1.00	1.00
Mean nights in region			
Northeast (1-3)	1.00	0	1.50
South (4)	1.00	2.00	3.50
Great Lakes (5)	0	0	0
Middle west (6-7)	0	1.00	3.50
Far west (8)	1.00	0	2.00
Outside U.S.	11.07	10.70	15.36

*more than one category may occur on a single trip
Source: U.S. Travel Data Center

TABLE 7: U.S. FOREIGN PACKAGE TOURS FROM NORTHEAST, SOUTH AND FAR WEST REGIONS, 1981-82 -- Part 5

	1981-82 tours from the northeast	1981-82 tours from the south	1981-82 from the far west
Person-trips - millions	9.90	5.80	3.50
Nights at destination			
One or less	.13	.23	.14
Two to three	.32	.37	.18
Four to nine	.42	.27	.51
Ten or more	.13	.16	.21
Mean nights	6.62	7.02	8.46
Quarter of the year			
First quarter	.14	.26	.28
Second quarter	.23	.27	.27
Third quarter	.24	.32	.35
Fourth quarter	.39	.19	.14

Source: U.S. Travel Data Center

APPENDIX B

NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is based upon data collected each month by telephone interviews from a national probability sample of 1,400 adults (age 18+) representing the total adult, civilian, non-institutional population of the contiguous United States.

For this study, RL Associates of Princeton, New Jersey, uses its National Telephone Probability Sample. The sample design is a two-stage, internally replicated, national probability sample. A new sample is drawn each month for use in the survey.

To construct the sample, the entire country is divided into sixteen strata consisting respectively of Standard Metropolitan Statistical Areas (SMSA's) and non-SMSA areas in each of the eight United States travel regions (see Glossary of Terms). The eight SMSA areas correspond to U.S. Bureau of the Census definitions.

For each travel region, the SMSA's are arrayed in order from largest population to the smallest. A separate systematic random sample is then taken for each of the travel regions. The sampling units are counties and then minor civil divisions within counties.

All the counties or independent cities in a travel region not included in one of the SMSA areas are arrayed as follows: the states in each region are arrayed from north to south and east to west. Within each state, the counties are listed alphabetically. Separate systematic random samples within each travel region are then utilized to select first counties and then minor civil divisions (i.e., towns, townships, census divisions, etc).

A total of 350 sampling units are chosen overall. This actually consists of seven separate matched samples, each consisting of 50 sampling units. Each of these seven matched samples is itself a national probability sample. This use of seven matched samples or internal replicates allows one to obtain data-based estimates of sampling error utilizing the well-known procedures developed by Professor John Tukey.

For each of the 350 minor civil divisions (MCD's) selected, the actual sampling point is defined as the largest telephone book containing the MCD. Since each minor civil

division in the United States has a chance of selection just proportional to its population, and since each minor civil division is associated with one and only one telephone book, each telephone book has a probability of selection proportional to the number of people living in the minor civil division it covers.

An equal number of telephone numbers are selected from each telephone book in such a way that every number listed in the book has an equal chance of being selected. These numbers form a base for the sample, but since they are all listed numbers, they are not used for actual calling. Rather, a random digit is systematically added to the listed numbers selected so as to give a random sample of both listed and unlisted numbers. This takes advantage of the fact that unlisted numbers are randomly distributed over all telephone numbers.

The procedure gives every telephone household a known (and approximately equal) chance of selection into the sample. To extend the sampling procedure to individuals, a systematic random respondent selection procedure is required. In this sample, potentially heavier travelers within households are over-sampled. In projecting results, an unequal probability of selection of individuals is corrected by weighting all respondents where the weight given each individual is inversely proportional to the probability of selection of the individual. Such weighting is used to correct for the limitation of one respondent per household in order to give a more accurate count of all trips taken and to correct for unequal probabilities of selection within the household. Weighting is also done when necessary by demographic factors to compensate for any random variation in response.

A national probability sample of at least 1,400 U.S. adults (age 18+) is contacted by telephone each month. Each respondent is asked about all trips of 75 miles or more, one-way, he or she took during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles is one-way, straight-line distance are excluded from the estimates of trips.

In addition, all travelers are asked to provide demographic information, and to answer questions concerning vacation travel intentions. These questions are also asked of a random sample of the non-travelers sufficient to bring the total number of completed interviews up to a minimum of 1,000.

Sampling Error

The chart below indicates the maximum statistical variability at the 95% confidence level to be expected for the estimates contained in this report.

An example can make use of this table clear. Table 1 in Appendix A indicates that among trips of five nights or more, 47 percent were taken by males. Looking across the row of "5+ night trips" in the table below, we see that for estimates of around 50%, the sampling error is plus or minus 3 percentage points.

Consequently, the chances are 95 out of 100 that the actual percentage of 5+ night trips taken by males lies within 47% plus or minus 3%, or between 44% and 50%.

SURVEY PERCENTAGE AT OR NEAR THESE LEVELS

Group	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
5+ Night Trips (1,883 cases)	2%	2%	3%	3%	3%
All Tours (418 cases)	2%	3%	4%	4%	4%
Domestic Tours (326 cases)	3%	4%	5%	5%	5%
All other groups	5%	7%	8%	9%	10%

APPENDIX C
GLOSSARY OF TERMS

Air Trip. Any trip where one of the types of transportation used was given as "airplane."

Area of Residence. See "Geographic Residence/Destination."

Auto/Truck/RV Trip. Any trip where one of the types of transportation used was given as "auto or truck without camping equipment, auto or truck with camper trailer or camping equipment," of "self-contained recreational vehicle (live-in camper)."

Business/Convention Trip. Any trip where the purpose of the trip was given as "business" or "convention, seminar, meeting."

Destination. The place given by the respondent as the destination of the trip in answer to the question, "Thinking of this trip, what is the name of the destination or farthest place you reached on that trip?"

Destination Area. See "Geographic Residence/Destination.

Destination Region. See "Travel Region

Distance. See "Trip Distance."

Duration. See "Trip Duration."

Eastern Gateway. The geographic area of the U.S. comprising the states of New Jersey and New York.

Escorted Tour. A package tour to a foreign destination where bus transportation was used.

Family. A "family" includes the household head and all relatives who are currently members of the household.

Family Income. The total combined income of the family for the "last 12 months." This includes income from all sources such as wages and salaries, net income from own business or farm, social security, pensions, dividends, interest, rent and other money income.

Far West. The geographic area of the U.S. comprising the states of Alaska (as a destination), California, Idaho, Nevada, Oregon, and Washington.

Frontier West. The geographic area of the U.S. comprising the states of Arizona, Kansas, Missouri, New Mexico, Oklahoma, and Texas.

Geographic Residence/Destination. Information on the geographic area of residence of the respondent and the trip destination is classified according to the following three categories: (1) In a Standard Metropolitan Statistical Area (SMSA) of one million population or more (Large SMSA), (2) In a SMSA of less than one million population (Small SMSA), and (3) Not in an SMSA.

The metropolitan population reflects those areas classified as SMSA's by the Bureau of the Census as of January 1, 1978. The classification of an SMSA by population size is based on 1980 population estimates derived from the Bureau of the Census.

George Washington Country. The geographic area of the U.S. comprising the states of Delaware, Maryland, Pennsylvania, Virginia, West Virginia, and the District of Columbia.

Great Lakes Country. The geographic area of the U.S. comprising the states of Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, and Wisconsin.

Household. A "household" comprises all persons who occupy a "housing unit," that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Income. See Family income.

Lodging. Information was gathered on seven types of lodging categories: (1) homes of friends and relatives. (2) hotel, motels, motor hotels and tourist courts, (3) rented cabins, condominiums and vacation homes, (4) owned cabins, condominiums and vacation homes, (5) campers, trailers, recreational vehicles, and tents, (6) enroute, for example nights spent in a common carrier, and (7) other. The "other" category published in this report includes "enroute" and "other.

Long Duration Trips. Trips taken by Americans of five nights or more away from home. See Potential trips.

Metropolitan Area. See Standard Metropolitan Statistical Area (SMSA). A large metropolitan area is an SMSA with a population of one million or more. A small metropolitan area alone with a population of less than one million.

Middle West Region. For the purposes of this study, the Mountain West and the Frontier West Travel regions were combined into this region.

Mode of Transport. Each trip is classified according to all of the modes of transportation used. The survey gathered data by eight classifications: (1) Auto or truck without camping equipment, (2) Auto or truck with camper trailer or camping equipment, (3) Self-contained recreational vehicle (live-in trailer), (4) Airplane, (5) Bus, (6) Train, (7) Ship or boat, and (8) Other.

In this report, the transportation means have been combined into Auto/truck/RV, Airplane, Bus, Train, and Ship.

Mountain West. The geographic area of the U.S. comprising the states of Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, and Wyoming.

New England. The geographic area of the U.S. comprising the states of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.

Northeast Region. For the purposes of this study, the New England, Eastern Gateway and George Washington Country travel regions were combined into this region.

Origin Region. See "Travel Region."

Outside the U.S. The geographic area comprising all foreign destinations.

Package Tour. Trip so identified by respondent in answer to the question, "Was any part of this trip a package tour or all expense trip?"

Person-Trip. This is a person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

Pleasure Trip. Any trip where the purpose of the trip was given as "visit friends and relatives," "outdoor recreation (hunting, fishing, boating, camping)" or "entertainment (sightseeing, theater, sports)."

Potential Trips. For the purposes of this study, trips taken by Americans involving five nights or more away from home. It was assumed package tours are highly subtitutable for these trips.

Purpose of Trip. The respondent was asked to identify for each trip reported the "main activity done on this trip." Responses were classified as follows: (1) Visit friends and relatives, (2) Convention, seminar, meeting, (3) Business,

(4) Outdoor recreation (hunting, fishing, boating, camping), (5) Entertainment (sightseing, theater, sports), (6) Personal, family (medical, funeral, wedding), and (7) Other.

The main purpose for the trip was ascribed to each person on the trip. If a trip was taken by the respondent and two other people traveling with him/her to visit friends and relatives, three person-trips were counted for this purpose. Similarly, if the trip had been primarily for business, three person-trips were counted for business.

Respondent. This is the person completing the telephone interview.

Rural area. A geographic area outside of any Standard Metropolitan Statistical Area.

SMSA. See "Standard Metropolitan Statistical Area."

South. The geographic area of the U.S. comprising the states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.

Standard Metropolitan Statistical Area. A Standard Metropolitan Statistical Area (SMSA) is an integrated economic and social unit with a large population nucleus. Each SMSA consists of one or more counties meeting standards of population and metropolitan character, except in New England where towns and cities rather than counties are the basic geographic units.

Tour. See Package tour.

Tourist. One who takes a package tour.

Travel Party Size. The travel party for each trip is categorized into one of several groups depending upon the number of household members who went on that trip.

Travel Party Structure. The travel party for each trip is categorized into one of several groups depending upon the age and number of family members who went on that trip.

Travel Region. The travel region classification follows an industry standard advanced by the Travel Indusry Asociation of America, formerly Discover America Travel Organizations (DATO), and the U.S. Travel and Tourism Administration, formerly United States Travel Service (USTS), with two exceptions. In this report, Alaska and Hawaii are placed with the Far West as a destination area but are not in the Far West as an origin region. For the states comprising each region, see the individual region listing in the glossary.

Trip. A trip is defined as each time one or more persons go to a place at least 100 miles away from home and returns. The following types of trips were specifically excluded: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship, (2) commuting to a place of work, and (3) student trips to or from school.

In this survey, respondents are asked to report all trips of 75 miles or more, one-way, taken during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. This is done in an effort to minimize failure to report trips of 100 miles or more due to respondents errors in recall.

Trip Duration. This is the number of nights spent away from home on one trip. This includes nights spent at the destination and enroute. It is possible for a trip not to involve an overnight away from home if the traveler took a trip of 100 miles or more and returned home the same day.

Unescorted tour. A package tour to a foreign destination where bus transportation was not used.

Vacation Trip. Vacation was considered to be an occasion when trips are taken, but was not listed as a purpose or reason for travel. The respondent was asked for each trip reported, "Was this a vacation trip?"

Visit Friends and Relatives Trip. Any trip where the purpose of the trip was to "visit friends and/or relatives."

Weekend Trip. Each trip was classified as to whether it was a weekend trip by asking the respondents, "Was this a weekend or long weekend trip?" for each trip reported.